

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



CENTER FOR BENEFICIARY CHOICES

MEMORANDUM

TO: Medicare Prescription Drug Plan Applicants

FROM: Bob Donnelly, Director, Medicare Drug Benefit Group

RE: Issuance of draft Part D – Medicare prescription drug coverage marketing guidelines

DATE: May 9, 2005

We are issuing the first of two installments of the proposed Part D Marketing Guidelines today. We will be accepting comments for one week – until May 17. In crafting the draft guidance, CMS, where possible maintained consistency with Chapter Three of the Medicare Managed Care Manual (Marketing) and adopted several “best practices” from the Medicare Approved Discount Drug Card Information & Outreach guidelines.

This first installment covers marketing materials and their review, while the second installment, which we expect to issue in June, will address processes associated with marketing the new Medicare prescription drug benefit. The proposed guidelines we are issuing today include placeholders stating that “guidance will be forthcoming” at a later date. All of those references will be included in the second installment.

The goal of the draft guidance is to make sure that materials sent to beneficiaries are clear and accurate, while at the same time making sure that prescription drug plans have a simple and timely process for getting marketing materials approved.

Comments must be received by CMS no later than 12 am EST, May 17, 2005. Please submit comments via e-mail to CMS-drugbenefitimpl@cms.hhs.gov and by hard copy to:

Sonia Eaddy
Mail Stop S1-05-06/Location S2-24-17
Attn: Part D Marketing Guideline Comments
7500 Security Boulevard
Baltimore, Maryland 21244-1850